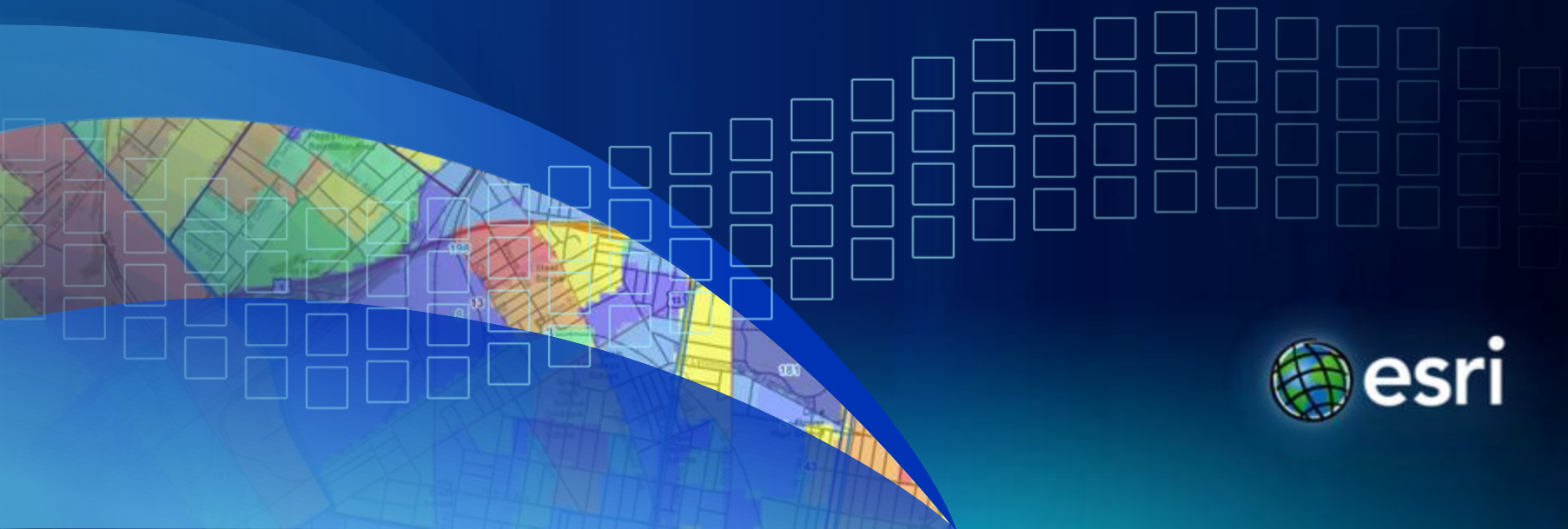


Welcome

Spring NEARC 2011

ArcGIS: A Complete System



Doing More Out-of-the-Box... or Without a Box

Make it easy to share your geographic information

-spread the word, share a map!




ArcGIS: Everything You Need in a GIS

Empowering communities with a complete system . . .

Easier

More powerful

And everywhere

- 
- Discover
 - Create
 - Manage
 - Visualize
 - Analyze
 - Collaborate

. . . Supporting effective planning, decision-making and communication

ArcGIS: Anywhere You Need It

Empowering communities with a complete system . . .

Easier
More powerful
And everywhere



. . . Supporting effective planning, decision-making and communication

ArcGIS: Leveraging All Existing Resources

Empowering communities with a complete system . . .

Easier
More powerful
And everywhere



. . . Supporting effective planning, decision-making and communication

ArcGIS: Now Online

Empowering communities with a complete system . . .

Easier
More powerful
And everywhere



. . . Supporting effective planning, decision-making and communication

ArcGIS Online: a Part of the ArcGIS Platform

A Platform for Sharing and Collaborating



Maps

- Basemaps
- Reference layers
- Demographics
- Templates



Apps

- Ready-to-use
- Configurable
- Custom (APIs)
- Web/Smartphone

ArcGIS Online



Tools

- Routing
- Geocoding
- Gazetteer
- More coming...



Communities

- Themes
(National Maps for USA)
- Organizations
- Events
(disaster response)
- Business

ArcGIS Online maps can be used anywhere

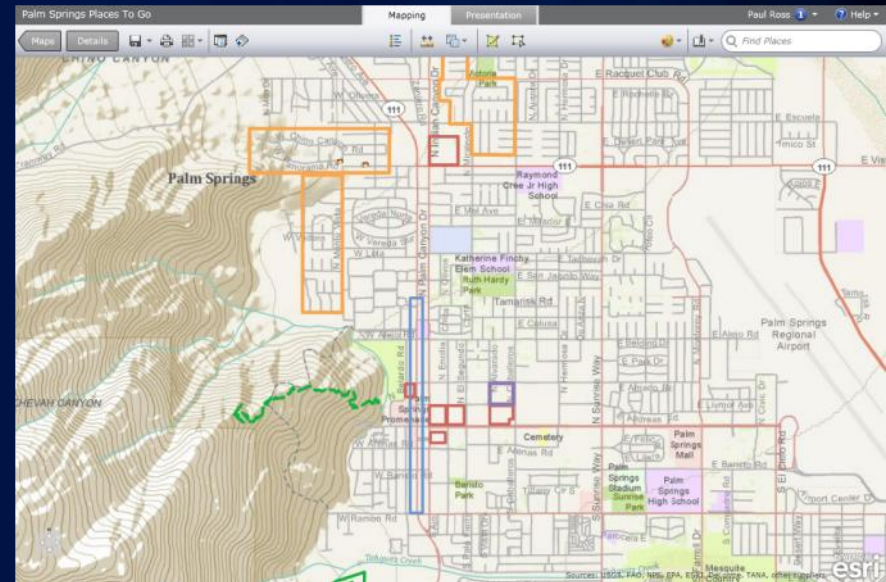


Deployed in many different ways ...
... to meet the needs of many different users

Free map viewers (builders)

Easily visualize and share spatial information

- Web
 - ArcGIS Explorer Online
 - ArcGIS.com Map Viewer
- Mobile
 - ArcGIS for Smartphones
- Desktop
 - ArcGIS Explorer Desktop
 - ArcReader



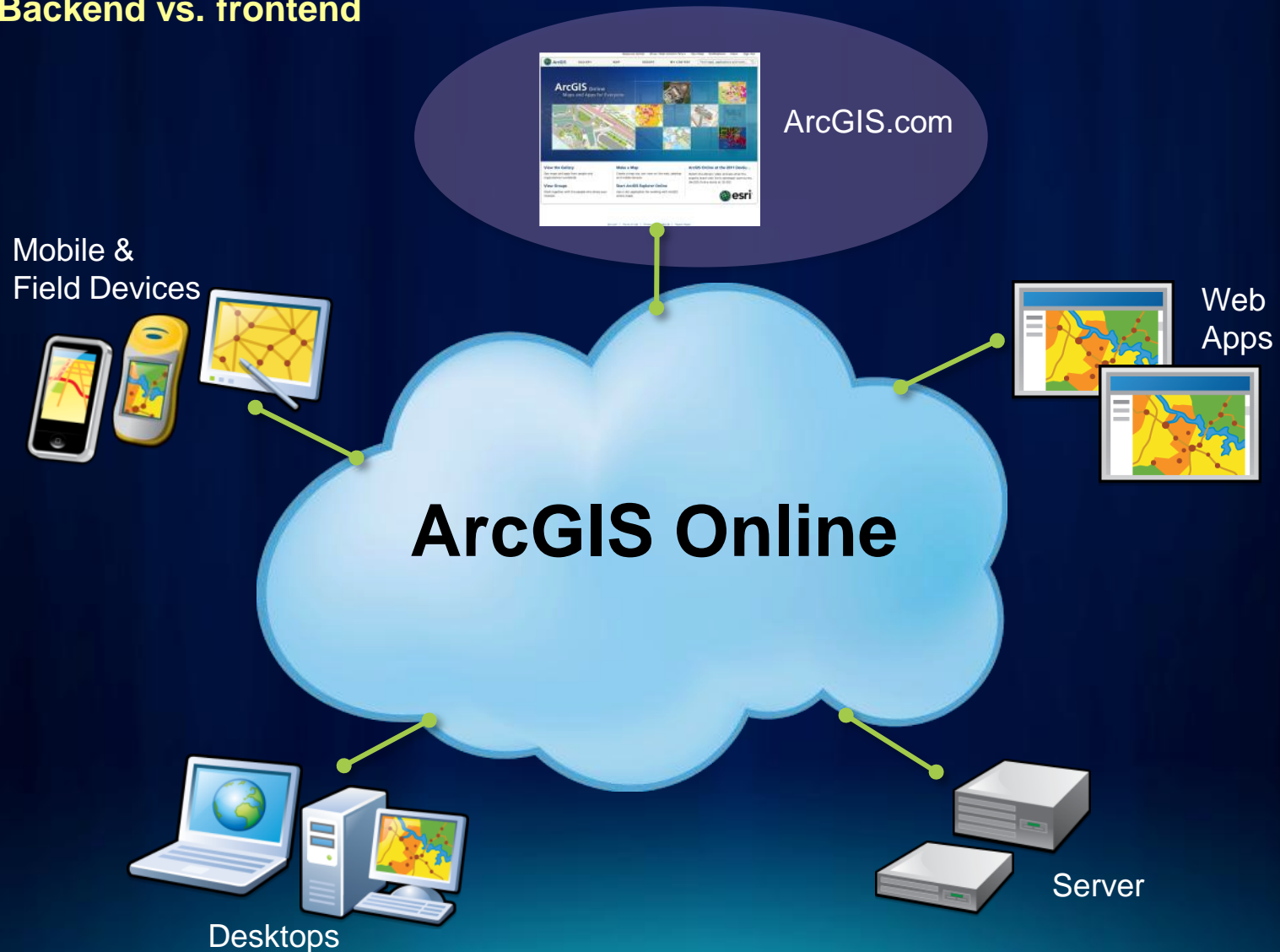
...most with the ability to author as well!

Demonstration Authoring a Map Online



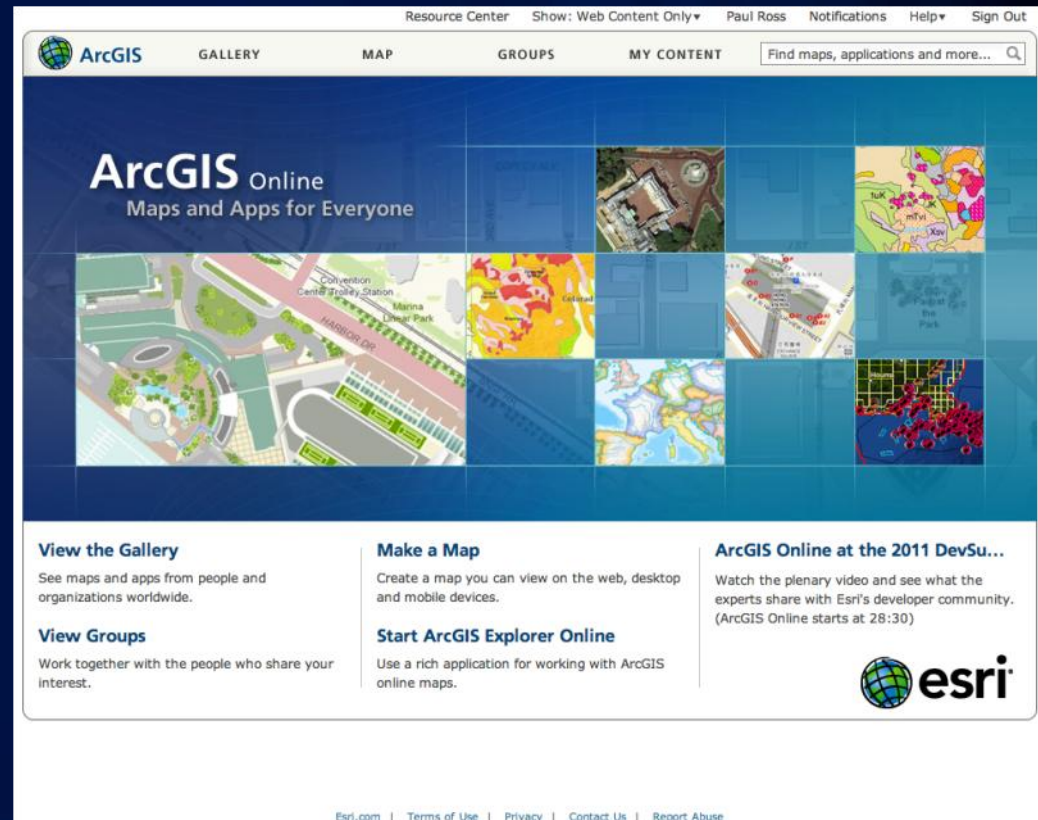
Terminology: ArcGIS Online vs. ArcGIS.com

Backend vs. frontend



ArcGIS.com – GIS Software as a Service (SaaS)

- A *website* where anyone can begin their online GIS experience
- An integral component of the ArcGIS System with access to ArcGIS Online built-in
- Explore content, create maps, publish content, publish map services, save and share your work



ArcGIS Online, an Integrated Part of the Platform

ArcGIS Desktop & ArcGIS Online

- **Data for Desktop Applications**
 - ArcGIS Layer Packages (.lpk)
 - ArcGIS Map Packages (.mpk)
 - Zipped up content (.zip)
 - ArcGIS Explorer maps (.nmf)
 - ArcGIS Explorer content (.nmc)
- **Not live data, snapshots compressed into files**



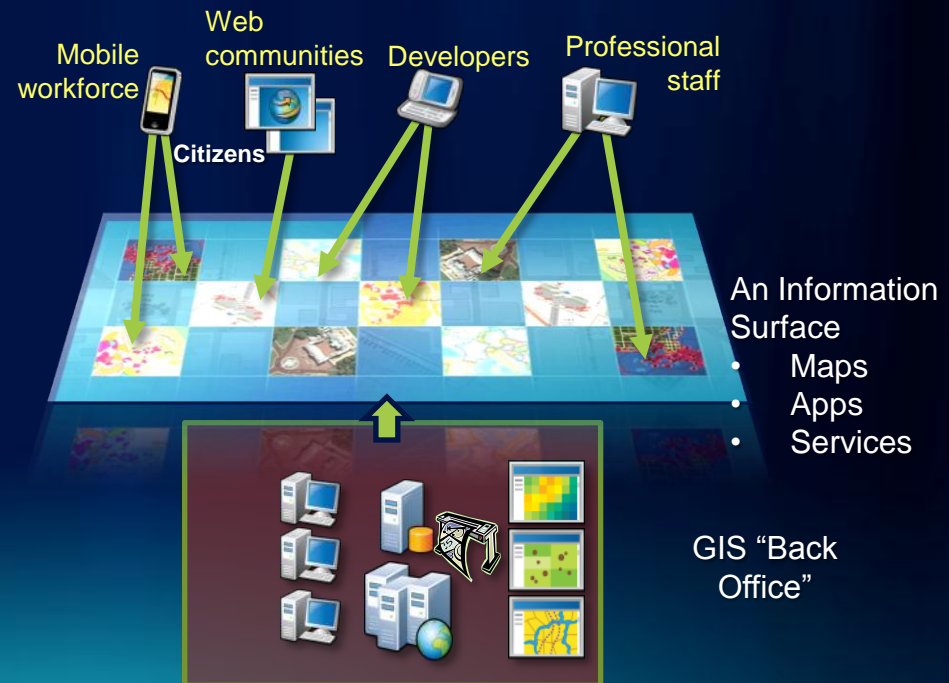
Demonstration Leveraging ArcGIS Online from ArcGIS Desktop



Publish and share Services on ArcGIS.com

The Complete Systems

- Author a map document
 - ArcGIS Desktop
- Provision a map service
 - ArcGIS Server on premise, off premise, or on a Cloud server
- Register your service
 - ArcGIS.com (public/private)
- Use the service in a map
 - ArcGIS.com Viewer
 - ArcGIS Explorer Online
- Share via other means
 - Facebook
 - Twitter
 - Web Page



Build Applications with Web mapping API's

Develop rich, interactive applications or configure the existing viewers!

- **Client libraries for rich GIS applications**
 - Javascript
 - Flex
 - Silverlight
- **Leverage online maps and services**
- **Access to ArcGIS Online**
- **Mobile SDK for reaching new users**
 - **ArcGIS Mobile (Windows Mobile Tablet Devices)**
 - **ArcGIS API's for Smartphones**
 - Apple iOS
 - Android
 - Windows Phone

Expanding the Reach

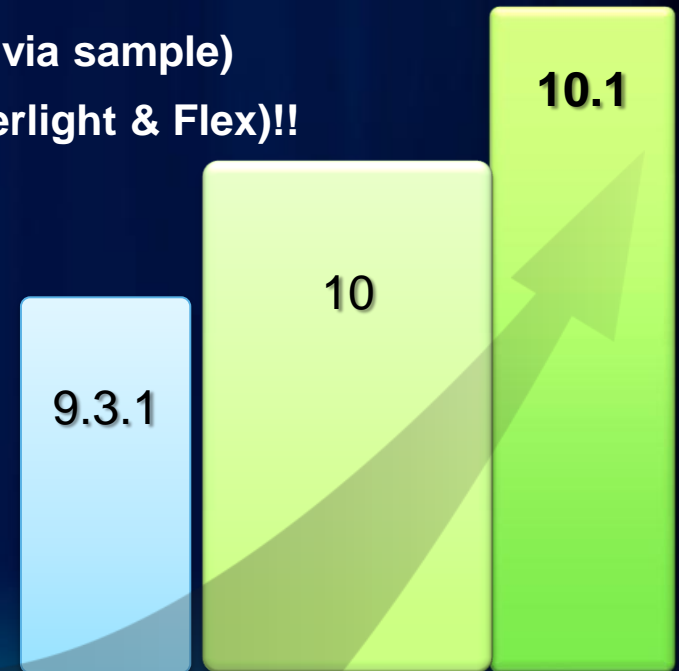
Demonstration Building & Sharing Web Maps



ArcGIS Online – 2011

Where we're going!

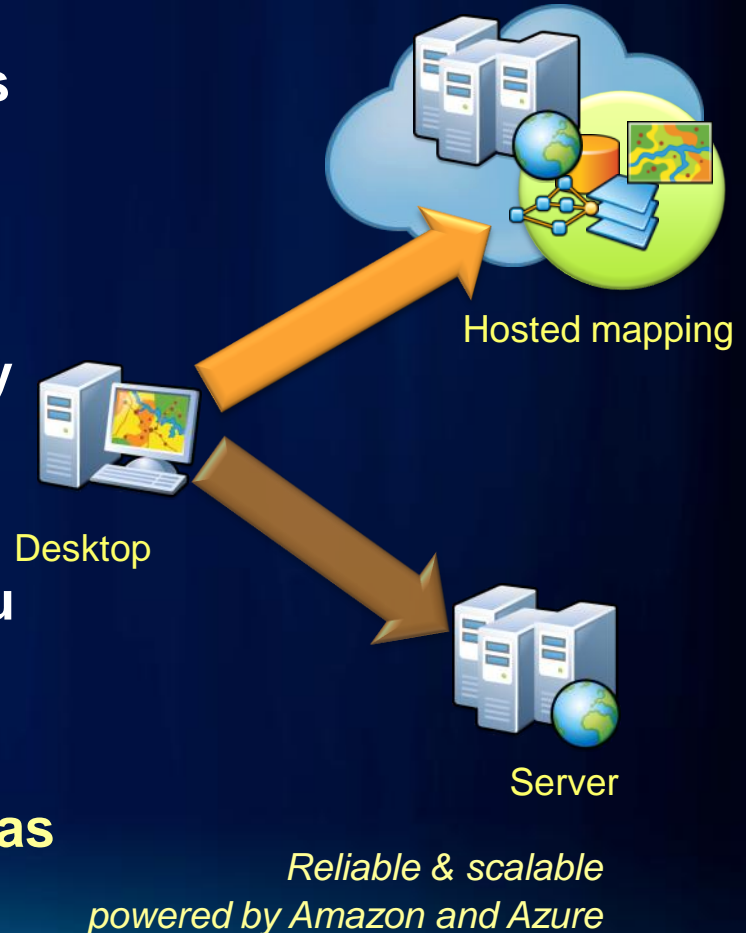
- **Off-cycle releases of continuous enhancements**
 - **Group & Sharing Enhancements**
 - **Additional data formats**
 - WMS, KML, CSV (CSV available now via sample)
 - Visual configuration of viewers (Silverlight & Flex)!!
 - **Integrated Sharing of Analytics**
- **Coordinated with ArcGIS 10.1**
 - **Hosted map services**
 - **ArcGIS Portal**



ArcGIS Online – Hosted Mapping

Hosted Mapping

- Allows you to publish your maps and data to the web **without having to deploy a GIS Server**
- New technology built specifically for delivering GIS as a Service
- Performs and Scales without you having to worry about it
- Allows you to publish your data **as tiles and as features**



ArcGIS Portal

A private, collaborative, geospatial content management system

- Catalog
- Web Experience
- Free Viewers
- APIs
- Open
- Identity Management
- Admin Tools



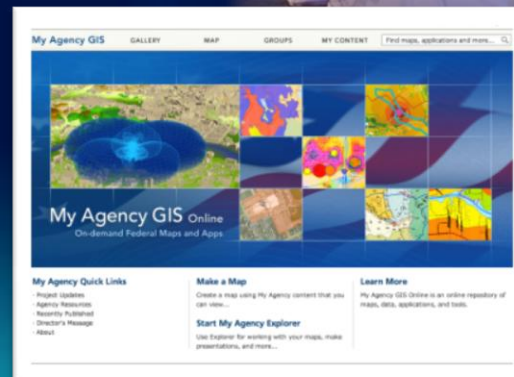
new

*Enabling ArcGIS Online...
... and Soon On-Premises Deployments*

ArcGIS Portal – The Product

Introduction

- **Like ArcGIS Online: Enables ArcGIS system with:**
 - Discovery
 - Sharing
 - Collaboration
- **Differs with ArcGIS Online in:**
 - Where it is hosted
 - Available content



ArcGIS Portal

Demo

To Learn More

Today at Spring NEARC

- **Update on Community Maps Program**
 - 11:00 a.m. Room 208 – Don Cooke
- **ArcGIS.com Workshop**
 - 1:15 p.m. Room 103 – Mark & Tom
- **Using ArcGIS When not at Your Desk**
 - 3:00 p.m. Room 208 – Sam
- **Esri Booth – all day**



To Learn More

Online

- **ArcGIS Online Overview**
www.esri.com/software/arcgis/arcgisonline/index.html
- **Community Maps Program**
 - <http://www.esri.com/software/arcgis/arcgisonline/community-maps.html>
- **ArcGIS Online Overview Video**
 - <http://www.esri.com/software/arcgis/arcgisonline/whats-new.html>
- **ArcGIS Portal**
 - <http://www.esri.com/software/arcgis/arcgisonline/portal-for-arcgis.html>

To Learn More – Including New Announcements

Future Events

- **Esri International User Conference**
 - July 11th-15th, San Diego, CA
 - www.esri.com/events/user-conference
- **Annual NEARC Conference**
 - November 13th-16th, Saratoga Springs, NY
 - www.northeastarc.org

Share a Map!



Thank You!